

Eastland Redevelopment Update

Thursday, May 11, 2017

Eastland Advisory Committee

Committee Members:

Michael Haithcock	Community Leader
Chris Mau	Strategic Consultant
Cozzie Watkins	Planning Commission
Maureen Gilewski	Co-Chair, Charlotte EAST
Mary Ellen Player	City Manager, Google Fiber
Jeff Brown	Attorney, Moore & Van Allen
Manolo Betancur	East Charlotte Business Owner
Jeff Michael	Director, UNCC Urban Institute
Suzanne Pugh	CEO/Executive Director, Aldersgate
Joseph Butler	Charlotte Chamber Charlotte East Rep
Billy Maddalon	Managing Owner, Unique Southern Estates
Charles Thomas	Charlotte Program Director, Knight Foundation
Mimi Davis	President, Grove Park Neighborhood Association
Diane Langevin	President, Winterfield Neighborhood Association
Jim Babb	Chief Operating Officer, Bahakel Communications
Tony Perez	Assistant Vice President of Real Estate Services, Carolinas HealthCare Systems
Astrid Chirinos	Chief Development Officer, Latin American Economic Development Corporation



Committee Charge:

- Champion Phase 1 Activity: The primary role of the Committee at this point is to champion Phase 1 efforts by acting as a conduit to the broader community, helping to inform Committee members' respective constituencies of the status of the redevelopment process.
- Guide the Process: Serving as a sounding board, the Committee will provide insight and perspective to ensure the redevelopment process is viable and aligns with already-established guiding principles created by the community.

Update:

The first meeting of the Advisory Committee was held on Thursday, April 27. The Committee discussed the overall redevelopment process and the role Committee members should play throughout Phase 1. The next meeting will take place on Tuesday, May 16 and will focus on feedback received from the development forum conversations.

Schedule of Events

Development Forum (Multiple Sessions May 15 and 16):

The intent of the forum is to collect feedback from the development community to help uncover perceptions and real barriers to development, and on-site and off-site strategies that the City could employ to expedite positive outcomes on the property. Ideal participants are members of the development community, including large and small developers, brokers, and related professionals positioned to support the City's mission to redevelop the site. This invitation-only event has received positive responses, with 20 local and 10 national development companies confirming their attendance. Of those confirmed, 11 small, 11 medium, and 8 large businesses will be represented.

Local Business Open House (May 15th drop-in from 5-7pm):

A focused, diverse, and energized cross section of the local business community is sought to engage in conversations about the general business climate in the area. Feedback will help the Jacobs team better understand the challenges, opportunities, and perceptions of the Eastland Mall site and surrounding area. Ideal participants will own or operate businesses in East Charlotte, be familiar with the Eastland Mall site, and have a vested interest in the area's long-term success. The location for this event is on the second floor of 5624 Executive Center Drive, which is just a block out Albemarle Road from the Eastland site.

Tactical Urbanism Event (May 18th from 4-8pm):

Eastland "days gone by" and Eastland "days to come" will collide in a special, fun, free event at the Eastland site, where people can gather to reminisce and imagine new possibilities for the site, as part of the evolving Eastland story. The event will include family activities centered on the site's history, the local community, and the opportunity for residents to imagine and participate in the future of the site. Ideal participants include East Charlotte neighbors and any Charlottean with a past, present, or future connection to Eastland.

At 7 p.m., the [Queen City Quiz Show](#) will share information - trivial, entertaining and (sometimes) challenging - about Charlotte's past and present, so we can move together to shape the future. The live event will feature local artists, musicians, and food, as well as two teams of four players facing off against each other in front of a live audience. Winners will receive a check for the non-profit of their choice.

Communication Plan

Objectives:

- Keep Eastland stakeholders apprised of any developments associated with the process
- Encourage public participation at open events

Key Redevelopment Process Messages:

- Market-driven strategy that differs greatly from previous undertakings on the site
- Inclusive of all stakeholders
- Aligned with the already-established redevelopment guiding principles created by the community

Primary Audiences:

- Elected Officials and staff (City/County/CMS)
- Eastland area residents and business owners
- Development community
- Media

Phase I Communication Activities:

- *Council-Manager Memo (May 11):* Provide Charlotte City Council and staff leadership with an overview of Phase I activities
- *Media Release (May 12):* Promote and frame the intent of the activities
- *Media Advisory (May 15 and 17):* Invite local media to Local Business Open House and Tactical Urbanism Event
- *Social Media/Twitter, Facebook, Next Door (May 15-18):* Enhance participation in activities and encourage residents to share photos of their favorite Eastland Mall memories
- *Economic Development Committee Meeting (June 8):* Committee to receive a summary of findings related to Phase I activities
- *Eastland Mall webpage (May 12—June 8):* Promote and frame the intent of Phase I activities and provide a summary of findings
- *Council presentation (June 26):* Staff to present Phase I findings to Mayor and City Council and, if necessary, request authorization to proceed to Phase II